

PCTWORLD INTELLECTUAL PROPERTY ORGANIZATION
International Bureau

INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification ⁷ : C11D 3/37, 1/12, 1/82	A2	(11) International Publication Number: WO 00/24857 (43) International Publication Date: 4 May 2000 (04.05.00)									
(21) International Application Number: PCT/EP99/08319 (22) International Filing Date: 21 October 1999 (21.10.99) (30) Priority Data: <table border="0"><tr><td>60/105,865</td><td>27 October 1998 (27.10.98)</td><td>US</td></tr><tr><td>09/293,754</td><td>16 April 1999 (16.04.99)</td><td>US</td></tr><tr><td>09/393,831</td><td>10 September 1999 (10.09.99)</td><td>US</td></tr></table> (71) Applicant (for AE AU BB CA CY GB GD GH GM IE IL KE LC LK LS MN MW NZ SD SG SL SZ TT TZ UG ZA ZW only): UNILEVER PLC [GB/GB]; Unilever House, Blackfriars, London EC4P 4BQ (GB). (71) Applicant (for all designated States except AE AU BB CA CY GB GD GH GM IE IL IN KE LC LK LS MN MW NZ SD SG SL SZ TT TZ UG ZA ZW): UNILEVER NV [NL/NL]; Weena 455, NL-3013 AL Rotterdam (NL). (71) Applicant (for IN only): HINDUSTAN LEVER LIMITED [IN/IN]; Hindustan Lever House, 165/166 Backbay Reclamation, Maharashtra, 400 020 Mumbai (IN).		60/105,865	27 October 1998 (27.10.98)	US	09/293,754	16 April 1999 (16.04.99)	US	09/393,831	10 September 1999 (10.09.99)	US	(72) Inventors: MURPHY, Dennis, Stephen; Unilever Research US Inc., 45 River Road, Edgewater, NJ 07020 (US). FOX, Daniel, Joseph; Unilever Research US Inc., 45 River Road, Edgewater, NJ 07020 (US). (74) Agent: ELLIOTT, Peter, William; Unilever PLC, Patent Department, Colworth House, Sharnbrook, Bedford, Bedfordshire MK44 1LQ (GB). (81) Designated States: AE, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, UZ, VN, YU, ZA, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG). Published <i>Without international search report and to be republished upon receipt of that report.</i>
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(54) Title: WRINKLE REDUCTION LAUNDRY PRODUCT COMPOSITIONS**(57) Abstract**

The present application relates to the inclusion of one or more wrinkle reducing ingredients in a laundry detergent product. The benefits are delivered to the laundered item during the cleaning step and, therefore, reduces the need for further wrinkle reducing steps when the items are taken from the dryer or after hang drying.